

# Sears, Roebuck Dedicates New S.J. Store Today

Ceremonies at 10 a.m. today will formally open a sleek new Sears, Roebuck & Co. department store at Race and San Carlos streets that has all the sophistication of a 20th century metropolitan merchandise mart.

For those who have patronized the former downtown Sears store for the past 29 years, their first visit to the 138,000 square foot building centering a 1,500-car parking lot will be a surprise for it bears little resemblance to the old store.

More than 40 civic leaders yesterday toured the store to take a preview peek at what the public will see today. They found a full 50 gleaming departments,

many entirely new, packed with an amazing range of goods. Pastel colors, daylight lighting, air conditioning and eye-level displays and soft music contribute to a feeling of comfort and shopping pleasure.

Taking part in ribbon-cutting ceremonies at 10 a.m. today will be city officials headed by City Mgr. A. P. Hamann and Sears executives headed by Austin T. Cushman of Los Angeles, vice president and Pacific Coast zone manager and Harry S. Brown, California zone manager who took a personal hand in choosing the former O'Connor Hospital site for the new department store location.

One of the proudest men in  
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